A3385-3.2U
12/88

FAS-FAX:
Canadian Newspapers

Circulation averages
for six months ended
September 30, 1988

Daily Newspapers

Preliminary figures as filed with:

Audit Bureau of Circulations
900 N. Meacham Road, Schaumburg, IL 60173-4968

INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. US and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is an adjustment of five percent or more between the publisher's figures and the auditor's findings, then the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. When a newspaper in a competitive market is adjusted under this policy, all other newspapers in the market are adjusted to the actual audit (see note on symbols). Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City Of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

Occupied Households figures (OH's) used in this report are 1988 ABC estimates. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

SYMBOLS

- # Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation.
- @ Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation.
- * Identifies three-month circulation averages (see text above).
- + Identifies adjusted comparison figures (see text above).
- ☆ Denotes change in publishing plan (i.e. Morning to Evening). As such, circulation for each period is reported on separate lines.

* * * *

Would you like to receive additional copies of this report or copies of the other newspaper FAS-FAX reports? A limited number of extra copies are available at the Bureau's Schaumburg office at prices quoted below:

FAS-FAX RATES

	MEMBERS	NON-MEMBERS
Canadian Daily Newspaper FAS-FAX	$ 5.00	$10.00
US Daily Newspaper FAS-FAX	20.00	40.00
US and Canadian Weekly Newspaper FAS-FAX	5.00	10.00

Copyright ©1988 by Audit Bureau of Circulations. All rights reserved except that permission is hereby granted to reproduce excerpts if following credit line is included.

Source: Audit Bureau of Circulations' FAS-FAX Report - September 30, 1988.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ALBERTA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
CALGARY (CEN. DIV. 6)		247,500			144,400			391,900			
HERALD	M (M-TH & SAT)		114,034	46.07		15,965	11.06		129,999	132,262	133,064
HERALD	FRI M		145,674	58.86		22,553	15.62		168,227	170,324	172,349
HERALD	SUN		102,577	41.45		14,276	9.89		116,853	118,728	119,382
SUN	M (M-F)		57,567	23.26		11,459	7.94		69,026	70,931	74,760
SUN	SUN		75,858	30.65		16,909	11.71		92,767	95,375	94,890
EDMONTON (CEN. DIV. 11)		244,000			244,700			488,700			
JOURNAL	M (M-TH & SAT)		106,871	43.80		38,802	15.86		145,673	148,933*	158,068*
JOURNAL	FRI M		124,981	51.22		52,483	21.45		177,464	180,628*	194,319*
JOURNAL	SUN		99,714	40.87		34,538	14.11		134,252	136,787*	141,019*
EDMONTON (CEN. DIV. 11)		273,900#						273,900			
SUN	M (M-F)	#	74,375	27.15					74,375	93,554*	86,816*
SUN	SUN	#	103,556	37.81					103,556	127,730*	125,150*
FORT McMURRAY (CEN. DIV. 12)		11,000@						11,000			
TODAY	E (M-TH)	@			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
TODAY	FRI E	@			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
GRANDE PRAIRIE (CEN. DIV. 15)		9,400			19,500			28,900			
HERALD-TRIBUNE	E (M-TH)		5,663	60.24		2,366	12.13		8,029	8,129	8,272
HERALD-TRIBUNE	FRI E		7,928	84.34		2,929	15.02		10,857	11,005	10,976
LETHBRIDGE (CEN. DIV. 2)		22,700			33,600			56,300			
HERALD	E		14,365	63.28		9,741	28.99		24,106	24,267*	25,034*
MEDICINE HAT (CEN. DIV. 1)		16,200			7,300			23,500			
NEWS	E		11,702	72.23		2,071	28.37		13,773	13,971	13,999
RED DEER (CEN. DIV. 8)		21,900			40,000			61,900			
ADVOCATE	E		13,096	59.80		8,477	21.19		21,573	21,687*	22,218*
BRITISH COLUMBIA											
CRANBROOK (EAST KOOTENAY RD)		5,900			6,600			12,500			
TOWNSMAN	E (M-F)		3,828	64.88		167	2.53		3,995	4,078	4,148
FORT ST. JOHN (PEACE RIVER-LIARD RD)		4,600			2,900			7,500			
ALASKA HIGHWAY NEWS	E (M-F)		2,467	53.63		626	21.59		3,093	3,158	3,182

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN

*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

BRITISH COLUMBIA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
KAMLOOPS (THOMPSON-NICOLA RD)		22,300			12,200			34,500			
NEWS	E		18,037	80.86		2,442	20.02		20,479	20,654	20,005
KELOWNA (CENTRAL OKANAGAN RD)		23,700			12,500			36,200			
COURIER	E		13,943	58.83		2,158	17.26		16,101	16,282	16,204
NANAIMO (NANAIMO RD)		20,100			31,300			51,400			
FREE PRESS	E		7,672	38.17		1,379	4.41		9,051	9,111	9,221
NELSON (CENTRAL KOOTENAY RD)		3,300			17,900			21,200			
NEWS	E (M-F)		2,385	72.27		1,961	10.96		4,346	4,575	5,884
PENTICTON (OKANAGAN-SIMILKAMEEN RD)		10,300			12,500			22,800			
HERALD	E (M-F)		6,463	62.75		1,574	12.59		8,037	8,158	8,199
PORT ALBERNI (ALBERNI-CLAYOQUOT RD)		6,400			4,600			11,000			
VALLEY TIMES	E (M-F)		4,693	73.33		1,839	39.98		6,532	6,675	6,516
PRINCE GEORGE (FRASER-FORT GEORGE RD)		22,200			18,400			40,600			
CITIZEN	E		18,251	82.21		3,134	17.03		21,385	21,740	21,530
PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD)		5,400			1,600			7,000			
NEWS	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
TRAIL (KOOTENAY BOUNDARY RD)		3,900			9,600			13,500			
TIMES	E (M-F)		2,971	76.18		2,667	27.78		5,638	5,786	5,757
VANCOUVER (GREATER VANCOUVER RD)		369,000			257,400			626,400			
PROVINCE	M (M-F)		82,710	22.41		64,358	25.00		147,068	180,742	175,821
PROVINCE	SUN		96,203	26.61		79,804	31.00		178,007	223,901	219,004
SUN	E (M-TH)		130,813	35.45		67,711	26.31		198,524	217,600	223,227
SUN	FRI E		159,898	43.33		84,305	32.75		244,203	268,383	268,964
SUN	SAT E		153,784	41.68		85,587	33.25		239,371	273,691	273,553
VERNON (NORTH OKANAGAN RD)		11,400			19,000			30,400			
NEWS	E		6,843	60.03		1,161	6.11		8,004	8,132	8,318

@ CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN

*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

BRITISH COLUMBIA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
VICTORIA (CAPITAL RD)		93,200#			74,600			167,800			
TIMES-COLONIST	M	#	64,988	69.73		11,925	15.99		76,913	80,502	78,716
TIMES-COLONIST	SUN	#	62,740	67.32		11,690	15.67		74,430	78,056	76,027
MANITOBA											
BRANDON (CEN. DIV. 7)		15,300			25,400			40,700			
SUN	E (M-TH & SAT)		10,800	70.59		6,374	25.09		17,174	17,804*	17,526*
SUN	FRI E		11,563	75.58		9,028	35.54		20,591	21,286*	21,923*
PORTAGE LA PRAIRIE (CEN. DIV. 9)		5,000			12,900			17,900			
GRAPHIC	E		4,205	84.10		343	2.66		4,548	4,622*	4,590*
WINNIPEG (CEN. DIV. 11)		236,200#			67,800			304,000			
FREE PRESS	E (M-F)	#	128,006	54.19		21,713	32.03		149,719	164,557	169,339
FREE PRESS	SAT M	#	164,957	69.84		41,931	61.85		206,888	231,269	229,296
FREE PRESS	SUN	#	111,248	47.10		19,179	28.29		130,427	143,055	145,519
WINNIPEG (CEN. DIV. 11)		233,800#						233,800			
SUN	M (M-F)	#	45,388	19.41					45,388	51,444	47,698
SUN	SUN	#	51,818	22.16					51,818	59,837	57,981
NEW BRUNSWICK											
CARAQUET (GLOUCESTER CO.)		13,700#			13,300			27,000			
L'ACADIE NOUVELLE	M (M-F)	#	7,156	52.23		1,299	9.77		8,455	9,279	
FREDERICTON (YORK CO.)		17,800			23,400			41,200			
GLEANER	E		16,067	90.26		11,423	48.82		27,490	28,668	28,253
MONCTON (WESTMORLAND CO.)		28,800			72,100			100,900			
TIMES-TRANSCRIPT	E (M-F)		23,076	80.13		17,956	24.90		41,032	43,200☆	
TIMES-TRANSCRIPT	E										45,067
TIMES-TRANSCRIPT	SAT		26,549	92.18		22,684	31.46		49,233	52,197	

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN

*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

MANITOBA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
ST. JOHN (ST. JOHN CO.)		28,900			209,900			238,800			
TELEGRAPH-JOURNAL, TIMES-GLOBE	CMB DLY		24,595	85.10		38,461	18.32		63,056	63,533	61,960
TELEGRAPH-JOURNAL	M (M-F)		3,366	11.65		27,323	13.02		30,689	31,005	30,088
TIMES-GLOBE	E (M-F)		21,229	73.46		11,138	5.31		32,367	32,528	31,872
TELEGRAPH-JOURNAL	SAT M		21,390	74.01		38,810	18.49		60,200	60,772	59,760
NEWFOUNDLAND											
CORNER BROOK (CEN. DIV. 5)		6,900			17,500			24,400			
WESTERN STAR	E		4,907	71.12		5,132	29.33		10,039	10,875	10,725
ST. JOHN'S (CEN. DIV. 1)		30,500			132,000			162,500			
TELEGRAM	E (M-F)		20,498	67.21		17,170	13.01		37,668	37,876	37,680
TELEGRAM	WKND		23,647	77.53		30,365	23.00		54,012	54,627	53,945
NOVA SCOTIA											
AMHERST (CUMBERLAND CO.)		3,700			11,500			15,200			
NEWS	M (M-F)		2,450	66.22		1,443	12.55		3,893	3,988	4,008
HALIFAX (HALIFAX CO.)		257,500#						257,500			
CHRONICLE-HERALD, MAIL-STAR	CMB DLY	#	134,126	52.09		12,359			146,485	146,485	141,899
CHRONICLE-HERALD	M	#	75,871	29.46		12,203			88,074	88,074	83,802
MAIL-STAR	E	#	58,255	22.62		156			58,411	58,411	58,097
HALIFAX (HALIFAX CO.)		117,000#						117,000			
THE DAILY NEWS	M	#	20,844	17.82		2,218			23,062	23,062	22,825
NEW GLASGOW (PICTOU CO.)		7,800			9,100			16,900			
NEWS	E		7,197	92.27		3,602	39.58		10,799	11,213	11,251
SYDNEY (CAPE BRETON CO.)		12,100			41,000			53,100			
POST	E				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
TRURO (COLCHESTER CO.)		7,600			14,700			22,300			
NEWS	E		4,975	65.46		3,859	26.25		8,834	8,942	8,396

@ CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN

*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
BARRIE (SIMCOE CO.)											
EXAMINER	E	17,800	10,069	56.57	24,400	3,851	15.78	42,200	13,920	14,079	13,948
BELLEVILLE (HASTINGS CO.)											
INTELLIGENCER	E	14,000	11,041	78.86	32,400	7,201	22.23	46,400	18,242	18,501	18,042
BRAMPTON (PEEL RM)											
TIMES	E (M-F)	63,900	9,369	14.66	9,500	110	1.16	73,400	9,479	9,536	9,188
BRANTFORD (BRANT CO.)											
EXPOSITOR	E	28,700	21,536	75.04	37,100	10,943	29.50	65,800	32,479	33,037	32,634
BROCKVILLE (LEEDS CO.)											
RECORDER & TIMES	E	8,500	7,352	86.49	21,700	8,182	37.71	30,200	15,534	16,143	15,647
CAMBRIDGE (WATERLOO RM)											
REPORTER	E	28,000	12,705	45.38	4,500	802	17.82	32,500	13,507	13,582	13,323
CHATHAM (KENT CO.)											
NEWS	E	15,700	10,258	65.34	22,600	5,360	23.72	38,300	15,618	15,738	15,363
COBOURG (NORTHUMBERLAND CO.)											
STAR	E (M-F)	5,100	3,692	72.39	5,952	1,756	29.50	11,052	5,448	5,639*	5,684*
CORNWALL (STORMONT CO.)											
STANDARD-FREEHOLDER	E	17,400	12,927	74.29	12,500	4,249	33.99	29,900	17,176	17,747	17,096
GUELPH (WELLINGTON CO.)											
MERCURY	E	29,700	15,617	52.58	24,600	2,983	12.13	54,300	18,600	18,705	18,345
HALTON RM-HAMILTON-WENTWORTH RM											
SPECTATOR (COMBINED)	E	182,600	110,033	60.26	93,600	27,011	28.86	276,200	137,044	139,413	140,128
SPECTATOR (HAMILTON ED.)	E	142,500	89,327	62.69	54,000	24,819	45.96	196,500	114,146	116,420	116,924
SPECTATOR (BURLINGTON ED.)	E	40,100	20,706	51.64	39,600	2,192	5.54	79,700	22,898	22,993	23,204
KENORA (KENORA DIST.)											
MINER & NEWS	E (M-F)	3,700	3,953	106.84	3,300	866	26.24	7,000	4,819	5,031*	4,845*
KINGSTON (FRONTENAC CO.)											
WHIG-STANDARD	E	50,500#	17,472	34.60	13,700	15,187	110.85	64,200	32,659	36,447	36,084

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN

*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
KIRKLAND LAKE (TIMISKAMING DIST.)		4,700			10,000			14,700			
NORTHERN NEWS	E		3,317	70.57		2,094	20.94		5,411	5,612	5,567
KITCHENER-WATERLOO (WATERLOO RM)		80,000			42,800			122,800			
RECORD	E		50,500	63.13		17,004	39.73		67,504	77,802	77,400
LINDSAY (VICTORIA CO.)		5,900			17,000			22,900			
POST	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
POST	TH E				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
LONDON (MIDDLESEX CO.)		106,200			199,200			305,400			
FREE PRESS	M		64,554	60.79		58,234	29.23		122,788	125,233	129,539
NIAGARA FALLS (NIAGARA RM)		26,900			13,300			40,200			
REVIEW	E		18,022	67.00		3,358	25.25		21,380	21,563	21,421
NORTH BAY (NIPISSING DIST.)		18,500			17,800			36,300			
NUGGET	E		14,569	78.75		8,182	45.97		22,751	24,577	24,275
ORILLIA (SIMCOE CO.)		9,300			12,700			22,000			
PACKET & TIMES	E		7,055	75.86		3,399	26.76		10,454	10,587*	10,262*
OSHAWA-WHITBY (DURHAM RM)		60,200			50,900			111,100			
TIMES	E		19,871	33.01		2,079	4.08		21,950	22,042	22,264
OTTAWA (OTTAWA-CARLETON RM)		320,500#						320,500			
	ALL DAY										
CITIZEN	(M-F)	#	153,929	48.03					153,929	190,584	188,263
CITIZEN	SAT M	#	191,812	59.85					191,812	244,124	242,380
CITIZEN (9-25-88 to 9-30-88)	SUN	#	140,156	43.73					140,156	172,010	
OTTAWA-HULL (OTTAWA-CARLETON RM)		258,200#						258,200			
	ALL DAY										
LE DROIT	(M-F)	#	26,289	10.18		6,660			32,949	32,949	35,381
LE DROIT	SAT E	#	30,116	11.66		7,646			37,762	37,762	40,751
OWEN SOUND (GREY CO.)		7,900			33,800			41,700			
SUN TIMES	E		7,401	93.68		15,405	45.58		22,806	24,373	23,686

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN

*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
PEMBROKE (RENFREW CO.)		6,000			16,500			22,500			
OBSERVER	E		4,087	68.12		3,045	18.45		7,132	7,225	7,066
PETERBOROUGH (PETERBOROUGH CO.)		23,600			28,000			51,600			
EXAMINER	E		18,131	76.83		8,640	30.86		26,771	27,375	25,857
PORT HOPE (NORTHUMBERLAND CO.)		3,900			1,300			5,200			
GUIDE	E (M-F)		2,860	73.33		414	31.85		3,274	3,445*	3,542*
ST. CATHARINES (NIAGARA RM)		50,800			15,800			66,600			
STANDARD	E		34,039	67.01		6,247	39.54		40,286	42,572	43,299
ST. THOMAS (ELGIN CO.)		11,200			13,900			25,100			
TIMES-JOURNAL	E		6,753	60.29		2,701	19.43		9,454	9,536	9,604
SARNIA (LAMBTON CO.)		29,800			15,500			45,300			
OBSERVER	E		20,056	67.30		3,937	25.40		23,993	24,096	23,944
SAULT STE. MARIE (ALGOMA DIST.)		29,100			6,100			35,200			
STAR	E		21,477	73.80		4,795	78.61		26,272	26,739	26,436
SIMCOE (HALDIMAND-NORFOLK RM)		5,400			16,200			21,600			
REFORMER	E (M-F)		4,202	77.81		5,334	32.93		9,536	9,745	9,545
STRATFORD (PERTH CO.)		10,500			11,200			21,700			
BEACON-HERALD	E		8,137	77.50		4,531	40.46		12,668	13,106	12,974
SUDBURY (SUDBURY RM)		54,400#			17,800			72,200			
STAR	E	#	24,981	45.92		2,781	15.62		27,762	27,981	27,662
THUNDER BAY (THUNDER BAY DIST.)		41,100			16,800			57,900			
TIMES-NEWS, CHRONICLE-JOURNAL	CMB DLY		30,900	75.18		5,381	32.03		36,281	37,436*	38,284*
TIMES-NEWS	M		2,392	5.82		4,893	29.13		7,285	8,264*	8,708*
CHRONICLE-JOURNAL	E		28,508	69.36		488	2.90		28,996	29,172*	29,576*
TIMMINS (COCHRANE DIST.)		16,600			5,100			21,700			
PRESS	E		10,470	63.07		1,254	24.59		11,724	13,381	13,547

«CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN

*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
TORONTO (TORONTO RM)		2,059,600#						2,059,600			
RACING FORM	MON M									2,837*	3,629*
RACING FORM	M (TU-F)									4,946*	5,529*
RACING FORM	SAT M									10,137*	10,217*
RACING FORM	SUN									8,493*	8,837*
STAR	ALL DAY (M-F)	#	468,897	22.77					468,897	523,192	522,971
STAR	SAT	#	695,026	33.75					695,026	788,092	789,401
STAR	SUN	#	410,961	19.95					410,961	515,455	531,223
TORONTO (TORONTO RM)		1,312,300#						1,312,300			
SUN	M (M-F)	#	247,032	18.82					247,032	290,298	306,203
SUN	SAT	#	145,561	11.09					145,561	185,439	186,762
SUN	SUN	#	368,988	28.12					368,988	451,937	450,067
WELLAND-PORT COLBORNE (NIAGARA RM)		23,900			20,800			44,700			
TRIBUNE	E		14,290	59.79		2,142	10.30		16,432	16,813	16,954
WILLOWDALE (YORK CO.)											
COMMERCIAL NEWS & CONSTRUCTION RECORD	DLY (M-F)									6,481	6,190
WINDSOR (ESSEX CO.)		81,300			36,200			117,500			
STAR	E		63,915	78.62		20,876	57.67		84,791	86,376	87,167
WOODSTOCK (OXFORD CO.)		10,100			15,500			25,600			
SENTINEL-REVIEW	E		6,298	62.36		3,567	23.01		9,865	9,938	9,006
PRINCE EDWARD ISLAND											
CHARLOTTETOWN (QUEENS CO.)		9,100			32,800			41,900			
GUARDIAN, PATRIOT	CMB DLY		10,606	116.55		13,469	41.06		24,075	24,463	24,352
GUARDIAN	M		7,115	78.19		11,532	35.16		18,647	19,012	18,789
PATRIOT	E		3,491	38.36		1,937	5.91		5,428	5,451	5,563
SUMMERSIDE (PRINCE CO.)		4,600			10,800			15,400			
JOURNAL-PIONEER	E		3,919	85.20		6,269	58.05		10,188	11,331	11,447

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN

*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

QUEBEC		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
CHICOUTIMI (CHICOUTIMI CO.)		21,200			42,700			63,900			
LE QUOTIDIEN DU SAGUENAY-LAC ST. JEAN	M		9,713	45.82		14,887	34.86		24,600	30,806	31,996
PROGRES DIMANCHE	SUN		12,316	58.09		22,214	52.02		34,530	49,053	48,849
GRANBY (SHEFFORD CO.)		20,300			32,200			52,500			
LA VOIX DE L'EST	M		9,394	46.28		5,948	18.47		15,342	15,651	15,388
MONTREAL (ILE DE MONTREAL CO.)		974,222			414,078			1,388,300			
GAZETTE	M (M-F)		150,054	15.40		17,804	4.30		167,858	183,078	192,949
GAZETTE	SAT M		202,570	20.79		32,879	7.94		235,449	259,315	268,993
GAZETTE	SUN		142,685	14.65		17,966	4.34		160,651	173,655	
MONTREAL (ILE DE MONTREAL CO.)		1,255,100#			133,200			1,388,300			
LA PRESSE	M (M-F)	#	160,320	12.77		11,284	8.47		171,604	195,799	194,647
LA PRESSE	SAT M	#	237,931	18.96		22,579	16.95		260,510	305,640	304,700
LA PRESSE	SUN	#	141,475	11.27		11,522	8.65		152,997	175,658	146,981
MONTREAL (ILE DE MONTREAL CO.)		1,158,100#			230,200			1,388,300			
LE DEVOIR	M (M-F)	#			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
LE DEVOIR	SAT M	#			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
LE JOURNAL	M (M-F)	#	216,497	18.69		51,272	22.27		267,769	313,207	319,121
LE JOURNAL	SAT M	#	217,484	18.78		63,302	27.50		280,786	335,598	345,698
LE JOURNAL	SUN	#	200,171	17.28		64,083	27.84		264,254	327,954	337,381
QUEBEC (QUEBEC CO.)		228,700#			43,600			272,300			
LE JOURNAL	M (M-F)	#	58,552	25.60		9,330	21.40		67,882	101,250	104,393
LE JOURNAL	SAT M	#	58,001	25.36		10,719	24.58		68,720	102,481	105,743
LE JOURNAL	SUN	#	51,622	22.57		9,087	20.84		60,709	90,842	92,707
QUEBEC (QUEBEC CO.)		217,900#			54,300			272,200			
LE SOLEIL	M (M-F)	#	70,141	32.19		11,883	21.88		82,024	108,825	111,197
LE SOLEIL	SAT M	#	91,555	42.02		14,347	26.42		105,902	140,096	137,374
LE SOLEIL	SUN	#	56,888	26.11		9,813	18.07		66,701	91,906	88,408
SHERBROOKE (SHERBROOKE CO.)		42,000			65,900			107,900			
LA TRIBUNE	M (M-F)		20,433	48.65		15,228	23.11		35,661	40,034	40,005
LA TRIBUNE	SAT M		24,265	57.77		16,998	25.79		41,263	45,703	45,291
RECORD	M (M-F)		1,768	4.21		3,181	4.83		4,949	6,082	6,123
TROIS RIVIERES (ST. MAURICE CO.)		76,900#						76,900			
LE NOUVELLISTE	M	#	42,350	55.07					42,350	55,212	54,786

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN

*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

SASKATCHEWAN		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
MOOSE JAW (CEN. DIV. 7)		13,700			7,800			21,500			
TIMES-HERALD	E		8,544	62.36		562	7.21		9,106	9,273	9,370
PRINCE ALBERT (CEN. DIV. 15)		12,400			24,400			36,800			
HERALD	E		7,470	60.24		1,443	5.91		8,913	9,075	9,276
REGINA (CEN. DIV. 6)		66,300#			119,000			185,300			
LEADER-POST	E	#	45,837	69.14		25,467	21.40		71,304	71,910	71,806
SASKATOON (CEN. DIV. 11)		71,000#			26,400			97,400			
STAR-PHOENIX	ALL DAY	#	42,534	59.91		7,973	30.20		50,507	63,319	62,445
YUKON TERRITORY											
WHITEHORSE		5,900			3,206			9,106			
STAR	E (M-TH)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
STAR	FRI E	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

«CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN

*AVERAGES FOR 3 MONTHS

Audit Bureau of Circulations

900 N. Meacham Road
Schaumburg, IL 60173-4968

Member Service Offices in:
NEW YORK: 420 LEXINGTON AVENUE,
NEW YORK, NEW YORK 10170
TORONTO: 151 BLOOR ST., W., STE. 850
TORONTO, CANADA M5S 1S4

A3385-3.2U

12/88

November 18, 1988

Supplement to ABC Daily Newspaper Fas-Fax Canada

Circulation Averages for period ended September 30, 1988

This supplement provides circulation data on publications that filed their regular September 30, 1988 Publisher's Statements subsequent to preparations of the FAS-FAX report. Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

Audit Bureau of Circulations
900 N. Meacham Road, Schaumburg, IL 60173-4968

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ALBERTA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
FORT McMURRAY (CEN. DIV. 12)		11,000@						11,000			
TODAY	E (M-TH)	@								6,126*	5,683*
TODAY	FRI E	@								7,729*	7,247*
BRITISH COLUMBIA											
PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD)		5,400			1,600			7,000			
NEWS	E (M-F)		3,525	65.28		221	13.81		3,746	3,806	3,838
NOVA SCOTIA											
SYDNEY (CAPE BRETON CO.)		12,100			41,000			53,100			
POST	E		11,539	95.36		19,712	48.08		31,251	31,607	31,254
ONTARIO											
LINDSAY (VICTORIA CO.)		5,900			17,000			22,900			
POST	E (M,TU, W,F)		4,486	76.03		638	3.75		5,124	5,214	4,856
POST	TH E		183	3.10		3,211	18.89		3,394	4,713	4,433
QUEBEC											
MONTREAL (ILE DE MONTREAL CO.)		1,158,100#			230,200			1,388,300			
LE DEVOIR	M (M-F)	#	16,608	1.43		1,562	0.68		18,170	27,421	26,578
LE DEVOIR	SAT M	#	17,774	1.53		2,274	0.99		20,048	31,484	30,863
QUEBEC (QUEBEC CO.)		217,900#			54,300			272,200			
LE SOLEIL	SAT M	#	91,555	42.02		14,347	26.42		105,902	136,557	137,374
LE SOLEIL	SUN	#	56,888	26.11		9,813	18.07		66,701	89,753	88,408

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN

*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

YUKON TERRITORY		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/88	TOTAL CIRCULATION AS OF 9/30/87
WHITEHORSE		5,900			3,206			9,106			
STAR	E (M-TH)		4,308	73.02		200	6.24		4,508	4,613*	3,632*
STAR	FRI E		5,425	91.95		280	8.73		5,705	5,898*	4,678*

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN

*AVERAGES FOR 3 MONTHS

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

FAS-FAX

Canadian Newspapers

Circulation averages for six months ended March 31, 1989

Daily Newspapers

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. U.S. and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is an adjustment of five percent or more between the publisher's figures and the auditor's findings, then the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. When a newspaper in a competitive market is adjusted under this policy, all other newspapers in the market are adjusted to the actual audit (see note on symbols). Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

Occupied Households figures (OH's) used in this report are 1989 ABC estimates. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

SYMBOLS

- # Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation.
- ## Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation.
- * Identifies three-month circulation averages (see text above).
- + Identifies adjusted comparison figures (see text above).
- ☆ Denotes change in publishing plan and/or frequency. As such, circulation for each period is reported on separate lines.
- C Participant, ABC Coupon Distribution Verification Service.
- Z Provides ABC Audited ZIP Code Analysis.

Would you like to receive additional copies of this report or copies of the other newspaper FAS-FAX reports? A limited number of extra copies are available at the Bureau's Schaumburg office at prices quoted below:

FAS-FAX RATES

	MEMBERS	NON-MEMBERS
Canadian Daily Newspaper FAS-FAX	7.50	$22.50
U.S. Daily Newspaper FAS-FAX	25.00	75.00
U.S. and Canadian Weekly Newspaper FAS-FAX	7.50	22.50
Newspaper FAS-FAX Diskettes	55.00	

Copyright ©1989 by Audit Bureau of Circulations. All rights reserved except that permission is hereby granted to reproduce excerpts if following credit line is included.

Source: Audit Bureau of Circulations' FAS-FAX Report - March 31, 1989.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

	SPECIAL SERVICES	CZ OR NDM OHS	CZ OR NDM CIRC	RATIO CIRC OH S %	RTZ OR NDM OHS	RTZ OR NDM CIRC	RATIO CIRC OH S %	TOTAL NDM OR CZ & RTZ OHS	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3 31 89	TOTAL CIRCULATION AS OF 3 31 88
NEWFOUNDLAND											
CORNER BROOK (CEN DIV 5)		7,000			17,500			24,500			
WESTERN STAR	E		5,279	75 41		5,336	30 49		10,615	11,355	11,242
ST JOHN S (CEN DIV 1)		30,800			76,600			107,400			
TELEGRAM	E (M-F)		21,629	70 22		17,411	22 73		39,040	40,105	38,531
TELEGRAM	WKND		24,915	80 89		29,754	38 84		54,669	57,262	54,959
NOVA SCOTIA											
AMHERST (CUMBERLAND CO.)		3,600			11,500			15,100			
NEWS	M (M-F)		2,475	68 75		1,406	12 23		3,881	3,975	4,025
CITIZEN	SAT		3,005	83 47		3,093	26 90		6,098	6,868	6,937
HALIFAX (HALIFAX CO.)		255,200#						255,200			
CHRONICLE-HERALD,		#									
MAIL STAR	CMB DLY Z	#	137,073	53 71					137,073	149,638	146,785
CHRONICLE-HERALD	M Z	#	77,482	30 36					77,482	89,884	87,194
MAIL STAR	E Z	#	59,591	23 35					59,591	59,754	59,591
HALIFAX (HALIFAX CO.)		113,200#						113,200			
THE DAILY NEWS	M	#			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
NEW GLASGOW (PICTOU CO.)		7,800			9,200			17,000			
NEWS	E		7,213	92 47		3,550	38 59		10,763	11,164	11,342
SYDNEY (CAPE BRETON CO.)		12,100			41,200			53,300			
POST	E		11,822	97 70		19,623	47 63		31,445	31,791	32,050
TRURO (CO CHESTER CO.)		7,600			15,100			22,700			
NEWS	E		5,153	67 80		3,930	26 03		9,083	9,180	9,132
PRINCE EDWARD ISLAND											
CHARLOTTE TOWN (QUEENS CO.)		9,200			33,200			42,400			
GUARDIAN PATRIOT	CMB DLY		10,893	118 40		12,859	38 73		23,752	24,191	23,920
GUARDIAN	M		7,410	80 54		10,947	32 97		18,357	18,773	18,459
PATRIOT	E		3,483	37 86		1,912	5 76		5,395	5,418	5,461
SUMMERSIDE (PRINCE CO.)		4,600			11,000			15,600			
JOURNAL-PIONEER	E		4,010	87 17		6,455	58 68		10,465	11,644	11,617

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

NEW BRUNSWICK	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/89	TOTAL CIRCULATION AS OF 3/31/88
CARAQUET (GLOUCESTER CO.)			14,000#			13,400			27,400			
L'ACADIE NOUVELLE	M (M-F)		#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FREDERICTON (YORK CO.)			18,000			23,600			41,600			
GLEANER	E			16,874	93.74		11,306	47.91		28,180	29,402	29,359
MONCTON (WESTMORLAND CO.)			29,100			72,800			101,900			
TIMES-TRANSCRIPT	E (M-F)	Z,C		24,286	83.46		17,619	24.20		41,905	44,225	
TIMES-TRANSCRIPT	SAT	Z,C		28,217	96.97		22,073	30.32		50,290	53,371	52,630
ST. JOHN (ST. JOHN CO.)			28,800			212,600			241,400			
TELEGRAPH-JOURNAL, TIMES-GLOBE	CMB DLY			24,747	85.93		38,332	18.03		63,079	63,602	63,408
TELEGRAPH-JOURNAL	M (M-F)			3,159	10.97		26,916	12.66		30,075	30,423	30,752
TIMES GLOBE	E (M-F)			21,588	74.96		11,416	5.37		33,004	33,179	32,656
TELEGRAPH-JOURNAL	SAT M			21,527	74.75		38,787	18.24		60,314	60,920	60,476
QUEBEC												
CHICOUTIMI (CHICOUTIMI CO.)			21,700			43,400			65,100			
LE QUOTIDIEN DU SAGUENAY-LAC ST. JEAN	M			10,324	47.58		16,407	37.80		26,731	33,637	34,868
PROGRES-DIMANCHE	SUN			13,279	61.19		23,446	54.02		36,725	50,951	50,840
GRANBY (SHEFFORD CO.)			20,900			32,700			53,600			
LA VOIX DE L'EST	M			9,782	46.80		6,275	19.19		16,057	16,384	16,302
MONTREAL (ILE DE MONTREAL CO.)			989,700			423,900			1,413,600			
GAZETTE	M (M-F)	C		147,396	14.89		17,049	4.02		164,445	178,529	192,309
GAZETTE	SAT M	C		204,660	20.68		31,596	7.45		236,256	258,186	272,139
GAZETTE	SUN	C		132,488	13.39		16,657	3.93		149,145	160,206	197,971
MONTREAL (ILE DE MONTREAL CO.)			1,277,700#			135,900			1,413,600			
LA PRESSE	M (M-F)	C	#	169,948	13.30		11,501	8.46		181,449	207,411	207,296
LA PRESSE	SAT M	C	#	259,171	20.28		23,184	17.06		282,355	330,228	326,988
LA PRESSE	SUN	C	#	157,525	12.33		12,186	8.97		169,711	195,033	183,719

@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
; CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
* AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

QUEBEC	SPECIAL SERVICES		CZ OR NDM OHS	CZ OR NDM CIRC	RATIO CIRC OH S %	RTZ OR NDM OHS	RTZ OR NDM CIRC	RATIO CIRC OH S %	TOTAL NDM OR CZ & RTZ OHS	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3 31 89	TOTAL CIRCULATION AS OF 3 31 88
MONTREAL (ILE DE MONTREAL CO.)			1,178,000#			235,600			1,413,600			
LE DEVOIR	M (M-F)		#	17,095	1.45		1,493	0.63		18,588	28,206	29,411
LE DEVOIR	SAT M		#	18,307	1.55		2,156	0.92		20,463	32,257	33,254
LE JOURNAL	M (M-F)		#	225,372	19.13		51,298	21.77		276,670	324,234	327,502
LE JOURNAL	SAT M		#	231,494	19.65		63,311	26.87		294,805	350,274	355,145
LE JOURNAL	SUN		#	212,453	18.04		61,196	25.97		273,649	338,547	347,778
QUEBEC (QUEBEC CO.)			233,800#			44,500			278,300			
LE JOURNAL	M (M-F)		#	62,278	26.64		9,685	21.76		71,963	107,996	108,797
LE JOURNAL	SAT M		#	62,532	26.75		10,962	24.63		73,494	109,656	109,990
LE JOURNAL	SUN		#	56,189	24.03		9,428	21.19		65,617	98,573	97,717
QUEBEC (QUEBEC CO.)			219,100#			59,200			278,300			
LE SOLEIL	M (M-F)	C	#	72,171	32.94		12,042	20.34		84,213	114,692	115,065
LE SOLEIL	SAT M	C	#	97,637	44.56		14,543	24.57		112,180	146,814	145,465
LE SOLEIL	SUN	C	#	59,650	27.23		9,886	16.70		69,536	95,398	94,053
SHERBROOKE (SHERBROOKE CO.)			42,900			67,000			109,900			
LA TRIBUNE	M (M-F)			21,267	49.57		15,619	23.31		36,886	41,324	42,076
LA TRIBUNE	SAT M			25,498	59.44		17,441	26.03		42,939	47,455	47,950
RECORD	M (M-F)			1,787	4.17		3,171	4.73		4,958	6,122	6,071
TROIS RIVIERES (ST. MAURICE CO.)			78,500#						78,500			
LE NOUVELLISTE	M		#	44,198	56.30					44,198	57,679	57,410
ONTARIO												
BARRIE (SIMCOE CO.)			18,200			24,900			43,100			
EXAMINER	E			10,030	55.11		3,959	15.90		13,989	14,133 —	14,513
BELLEVILLE (HASTINGS CO.)			15,000			32,600			47,600			
INTELLIGENCER	E			11,252	75.01		7,214	22.13		18,466	18,744	18,567
BRAMPTON (PEEL RM)			67,300			9,800			77,100			
TIMES	E (M-F)			8,503	12.63		105	1.07		8,608	8,666	9,645
BRANTFORD (BRANT CO.)			29,000			37,200			66,200			
EXPOSITOR	E	C		22,123	76.29		10,624	28.56		32,747	33,269*	33,505*
BROCKVILLE (LEEDS CO.)			8,900			21,700			30,600			
RECORDER AND TIMES	E	C		7,345	82.53		8,232	37.94		15,577	16,229	15,844

ω CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/89	TOTAL CIRCULATION AS OF 3/31/88
CAMBRIDGE (WATERLOO RM) REPORTER	E	C	28,300	13,298	46.99	4,600	927	20.15	32,900	14,225	14,306*	14,477*
CHATHAM (KENT CO.) NEWS	E		15,900	10,576	66.52	22,500	5,534	24.60	38,400	16,110	16,242*	16,022*
COBOURG (NORTHUMBERLAND CO.) STAR	E (M-F)		5,100	3,793	74.37	6,000	1,835	30.58	11,100	5,628	5,819	5,612
CORNWALL (STORMONT CO.) STANDARD-FREEHOLDER	E		17,300	13,282	76.77	5,600	4,188	74.79	22,900	17,470	18,062	17,542
GUELPH (WELLINGTON CO.) MERCURY	E	C	30,400	15,793	51.95	25,100	2,921	11.64	55,500	18,714	18,839*	19,411*
HALTON RM-HAMILTON-WENTWORTH RM												
SPECTATOR (COMBINED)	E	C	184,100	112,482	61.10	95,900	27,501	28.68	280,000	139,983	142,125*	144,107*
SPECTATOR (HAMILTON ED.)	E	C	143,600	91,356	63.62	54,600	25,317	46.37	198,200	116,673	118,769*	119,947*
SPECTATOR (BURLINGTON ED.)	E	C	40,500	21,126	52.16	41,300	2,184	5.29	81,800	23,310	23,356*	24,160*
KENORA (KENORA DIST.) MINER AND NEWS	E (M-F)		3,700	3,940	106.49	3,200	817	25.53	6,900	4,757	4,990	4,814
KINGSTON (FRONTENAC CO.) WHIG-STANDARD	E	C	52,900# #	18,534	35.04	10,300	16,553	160.71	63,200	35,087	38,709*	37,125*
KIRKLAND LAKE (TIMISKAMING DIST.) NORTHERN NEWS	E		4,700	3,422	72.81	10,000	2,456	24.56	14,700	5,878	6,058	5,733
KITCHENER WATERLOO (WATERLOO RM) RECORD	E	Z,C	82,700	52,533	63.52	42,500	17,308	40.72	125,200	69,841	80,648*	78,561*
LINDSAY (VICTORIA CO.)			6,100			16,300			22,400			
POST	E (M,TU, W,F)					PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
POST	TH E					PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		SPECIAL SERVICES	CZ OR NDM OHS	CZ OR NDM CIRC	RATIO CIRC OHS %	RTZ OR NDM OHS	RTZ OR NDM CIRC	RATIO CIRC OHS %	TOTAL NDM OR CZ & RTZ OHS	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3 31 89	TOTAL CIRCULATION AS OF 3 31 88
LONDON (MIDDLESEX CO.)												
FREE PRESS	M	C	156,600	66,669	42 57	133,300	19,264	14 45	289,900	85,933	125,925	131,308
NIAGARA FALLS (NIAGARA RM)												
REVIEW	E		27,200	18,157	66 75	13,400	3,378	25 21	40,600	21,535	21,725*	21,798*
NORTH BAY (NIPISSING DIST.)												
NUGGET	E	C	18,700	14,769	78 98	18,900	7,908	41 84	37,600	22,677	24,218	25,263
ORILLIA (SIMCOE CO.)												
PACKET & TIMES	E		9,400	7,213	76 73	12,900	3,292	25 52	22,300	10,505	10,676	10,411
OSHAWA-WHITBY (DURHAM RM)												
TIMES	E		61,500	19,678	32 00	53,100	2,152	4 05	114,600	21,830	21,941*	22,277*
OTTAWA (OTTAWA-CARLETON RM)			329,000#						329,000			
	ALL DAY											
CITIZEN	(M-F)	C	#	155,953	47 40					155,953	191,805	192,070
CITIZEN	SAT M	C	#	195,205	59 33					195,205	244,024	248,979
CITIZEN	SUN	C	#	132,921	40 40					132,921	167,304	
OTTAWA-HULL (OTTAWA-CARLETON RM)			268,900#						268,900			
	ALL DAY											
LE DROIT	(M-F)	C	#	27,002	10 04					27,002	34,039	39,261
LE DROIT	SAT E	C	#	31,866	11 85					31,866	39,750	44,971
OWEN SOUND (GREY CO.)												
SUN TIMES	E		7,700	7,548	98 03	35,200	15,055	42 77	42,900	22,603	24,228	23,735
PEMBROKE (RENFREW CO.)												
OBSERVER	E		6,000	4,199	69 98	16,800	3,191	18 99	22,800	7,390	7,491	7,396
PETERBOROUGH (PETERBOROUGH CO.)												
EXAMINER	E		23,700	18,768	79 19	27,100	8,483	31 30	50,800	27,251	27,927*	27,295*
PORT HOPE (NORTHUMBERLAND CO.)												
GUIDE	E (M-F)		4,000	3,008	75 20	1,300	416	32 00	5,300	3,424	3,590	3,482
ST. CATHARINES (NIAGARA RM)												
STANDARD	E		50,500	35,196	69 70	16,900	6,387	37 79	67,400	41,583	43,944*	43,804*

(α CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		SPECIAL SERVICES	CZ OR NDM OHS	CZ OR NDM CIRC	RATIO CIRC OHS %	RTZ OR NDM OHS	RTZ OR NDM CIRC	RATIO CIRC OHS %	TOTAL NDM OR CZ & RTZ OHS	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3-31-89	TOTAL CIRCULATION AS OF 3-31-88
ST. THOMAS (ELGIN CO.)			11,300			14,000			25,300			
TIMES-JOURNAL	E			7,093	62.77		2,736	19.54		9,829	9,928*	9,452*
SARNIA (LAMBTON CO.)			29,900			15,700			45,600			
OBSERVER	E	C		20,328	67.99		3,997	25.46		24,325	24,429	24,127
SAULT STE. MARIE (ALGOMA DIST.)			29,400			6,100			35,500			
STAR	E	C		22,371	76.09		4,545	74.51		26,916	27,372	27,211
SIMCOE (HALDIMAND-NORFOLK RM)			5,500			16,200			21,700			
REFORMER	E (M-F)			4,289	77.98		5,428	33.51		9,717	9,957	9,704
STRATFORD (PERTH CO.)			10,500			11,300			21,800			
BEACON-HERALD	E			8,257	78.64		4,567	40.42		12,824	13,272*	13,330*
SUDBURY (SUDBURY RM)			54,900#			17,700			72,600			
STAR	E		#	26,692	48.62		2,816	15.91		29,508	29,756	29,139
THUNDER BAY (THUNDER BAY DIST.)			41,700			16,900			58,600			
TIMES-NEWS, CHRONICLE-JOURNAL	CMB DLY	C		31,953	76.63		5,175	30.62		37,128	38,312	39,707
TIMES-NEWS	M	C		2,409	5.78		4,726	27.96		7,135	8,132	8,995
CHRONICLE-JOURNAL	E	C		29,544	70.85		449	2.66		29,993	30,180	30,712
TIMMINS (COCHRANE DIST.)			16,700			5,100			21,800			
PRESS	E			10,989	65.80		1,383	27.12		12,372	14,001	13,957
TORONTO (TORONTO RM)			1,391,000#						1,391,000			
RACING FORM	MON M										1,991	2,256
RACING FORM	M (TU-F)										3,879	4,271
RACING FORM	SAT M										7,177	7,343
RACING FORM	SUN										6,352	6,098
THE FINANCIAL POST	M (TU-F)										57,021	
THE FINANCIAL POST	SAT										231,346	
STAR	ALL DAY (M-F)	C	#	416,604	29.95					416,604	525,939	519,320
STAR	SAT	C	#	612,105	44.00					612,105	803,081	806,327
STAR	SUN	C	#	357,623	25.71					357,623	524,860	532,697
TORONTO (TORONTO RM)			1,391,000#						1,391,000			
SUN	M (M-F)	C	#	257,271	18.50					257,271	296,191	290,000
SUN	SAT	C	#	166,473	11.97					166,473	204,878	186,452
SUN	SUN	C	#	395,227	28.41					395,227	464,798	460,599

@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
☆ CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
* AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3 31 89	TOTAL CIRCULATION AS OF 3 31 88
WELLAND-PORT COLBORNE (NIAGARA RM)			24,100			21,000			45,100			
TRIBUNE	E	C		14,897	61.81		2,258	10.75		17,155	17,532*	17,360*
WILLOWDALE (YORK CO.)												
COMMERCIAL NEWS AND CONSTRUCTION RECORD	DLY (M-F)										6,318	6,357
WINDSOR (ESSEX CO.)			81,900			36,600			118,500			
STAR	E	C		64,257	78.46		20,598	56.28		84,855	86,394	87,559
WOODSTOCK (OXFORD CO.)			10,100			15,800			25,900			
SENTINEL-REVIEW	E			6,645	65.79		3,985	25.22		10,630	10,708*	10,172*
MANITOBA												
BRANDON (CEN. DIV. 7)			15,600			25,000			40,600			
SUN	E			11,605	74.39		7,072	28.29		18,677	19,138	
SUN	E (M-TH & SAT)											18,449
SUN	FRI E											22,725
PORTAGE LA PRAIRIE (CEN. DIV. 9)			5,000			3,800			8,800			
GRAPHIC	E					PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
WINNIPEG (CEN. DIV. 11)			237,900#			68,400			306,300			
FREE PRESS	E (M-F)		#	134,390	56.49		20,968	30.65		155,358	170,404	170,199
FREE PRESS	SAT M		#	172,267	72.41		38,040	55.61		210,307	234,322	234,562
FREE PRESS	SUN		#	119,657	50.30		18,072	26.42		137,729	150,415	145,854
WINNIPEG (CEN. DIV. 11)			235,400#						235,400			
SUN	M (M-F)		#	44,119	18.74					44,119	49,705	48,709
SUN	SUN		#	50,153	21.31					50,153	56,599	60,295
SASKATCHEWAN												
MOOSE JAW (CEN. DIV. 7)			13,700			7,700			21,400			
TIMES-HERALD	E			8,614	62.88		546	7.09		9,160	9,334	9,787

@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
△ CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

SASKATCHEWAN	SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/89	TOTAL CIRCULATION AS OF 3/31/88
PRINCE ALBERT (CEN. DIV. 15)		12,500			24,100			36,600			
HERALD	E		8,056	64.45		1,360	5.64		9,416	9,573	9,461
REGINA (CEN. DIV. 6)		66,900#			118,200			185,100			
LEADER-POST	E	#	47,035	70.31		25,956	21.96		72,991	73,619	74,285
SASKATOON (CEN. DIV. 11)		72,300#			26,300			98,600			
STAR-PHOENIX	ALL DAY C	#	45,741	63.27		8,364	31.80		54,105	67,137	65,893
ALBERTA											
CALGARY (CEN. DIV. 6)		249,000			145,300			394,300			
HERALD	M (M-TH & SAT) C		117,335	47.12		15,427	10.62		132,762	135,066	138,464
HERALD	FRI M C		151,559	60.87		21,994	15.14		173,553	175,636	180,211
HERALD	SUN C		107,246	43.07		14,159	9.74		121,405	123,394	124,370
SUN	M (M-F)		58,043	23.31		11,152	7.68		69,195	71,166	73,083
SUN	SUN		79,288	31.84		16,399	11.29		95,687	98,381	97,867
EDMONTON (CEN. DIV. 11)		247,400			247,400			494,800			
JOURNAL	M (M-TH & SAT) C		113,679	45.95		41,925	16.95		155,604	159,075	168,561
JOURNAL	FRI M C		132,711	53.64		55,288	22.35		187,999	191,421	204,346
JOURNAL	SUN C		106,206	42.93		36,985	14.95		143,191	145,935	149,037
EDMONTON (CEN. DIV. 11)		279,600#						279,600			
SUN	M (M-F) C	#	78,204	27.97					78,204	97,303	92,265
SUN	SUN C	#	107,604	38.48					107,604	131,907	130,920
FORT McMURRAY (CEN. DIV. 12)		11,100@						11,100			
TODAY	E (M-TH)	@	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TODAY	FRI E	@	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GRANDE PRAIRIE (CEN. DIV. 15)		9,400			19,500			28,900			
HERALD-TRIBUNE	E (M-TH)		5,881	62.56		2,474	12.69		8,355	8,460	8,462
HERALD-TRIBUNE	FRI E		8,366	89.00		3,052	15.65		11,418	11,590	11,292
LETHBRIDGE (CEN. DIV. 2)		22,800			33,300			56,100			
HERALD	E		15,416	67.61		10,201	30.63		25,617	25,783	26,327
MEDICINE HAT (CEN. DIV. 1)		16,100			7,400			23,500			
NEWS	E		12,013	74.61		2,064	27.89		14,077	14,271	14,150

@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
☆ CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
* AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ALBERTA		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/89	TOTAL CIRCULATION AS OF 3/31/88
RED DEER (CEN. DIV. 8) ADVOCATE	E		22,800	13,783	60.45	39,300	8,866	22.56	62,100	22,649	22,776	23,131
BRITISH COLUMBIA												
CRANBROOK (EAST KOOTENAY RD) TOWNSMAN	E (M-F)		5,600	3,822	68.25	6,000	157	2.62	11,600	3,979	4,073	4,179
FORT ST. JOHN (PEACE RIVER-LIARD RD) ALASKA HIGHWAY NEWS	E (M-F)		4,800	2,500	52.08	2,100	608	28.95	6,900	3,108	3,185	3,221
KAMLOOPS (THOMPSON-NICOLA RD) NEWS	E		22,800	17,780	77.98	13,000	2,404	18.49	35,800	20,184	20,370*	20,785*
KELOWNA (CENTRAL OKANAGAN RD) COURIER	E		23,800	14,710	61.81	14,500	2,179	15.03	38,300	16,889	17,094*	16,735*
NANAIMO (NANAIMO RD) FREE PRESS	E		21,200	8,551	40.33	32,700	1,451	4.44	53,900	10,002	10,082*	9,590*
NELSON (CENTRAL KOOTENAY RD) NEWS	E (M-F)		3,500	2,403	68.66	17,600	1,906	10.83	21,100	4,309	4,532	4,833
PENTICTON (OKANAGAN-SIMILKAMEEN RD) HERALD	E (M-F)		10,700	6,686	62.49	12,200	1,511	12.39	22,900	8,197	8,316*	8,134*
PORT ALBERNI (ALBERNI-CLAYOQUOT RD) VALLEY TIMES	E (M-F)		6,800	4,843	71.22	4,300	1,895	44.07	11,100	6,738	6,878	6,707
PRINCE GEORGE (FRASER-FORT GEORGE RD) CITIZEN	E	C	22,000	18,719	85.09	19,200	3,225	16.80	41,200	21,944	22,289	22,230
PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD) NEWS	E (M-F)		5,600			1,700			7,300			
TRAIL (KOOTENAY BOUNDARY RD) TIMES	E (M-F)		3,700	3,021	81.65	9,500	2,714	28.57	13,200	5,735	5,892	5,951

PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

BRITISH COLUMBIA	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/89	TOTAL CIRCULATION AS OF 3/31/88
VANCOUVER (GREATER VANCOUVER RD)			379,300			276,200			655,500			
PROVINCE	M (M-F)	C		83,623	22.05		66,437	24.05		150,060	183,842	180,087
PROVINCE	SUN	C		98,914	26.08		81,647	29.56		180,561	224,336	222,616
SUN	E (M-TH)	C		133,591	35.22		70,133	25.39		203,724	222,287	227,108
SUN	FRI E	C		167,544	44.17		88,326	31.98		255,870	279,108	276,585
SUN	SAT E	C		160,777	42.39		89,519	32.41		250,296	283,951	279,899
VERNON (NORTH OKANAGAN RD)			12,000			19,000			31,000			
NEWS	E			6,479	53.99		1,102	5.80		7,581	7,727*	8,762*
VICTORIA (CAPITAL RD)			96,000#			78,600			174,600			
TIMES-COLONIST	M		#	67,136	69.93		11,803	15.02		78,939	82,349	80,878
TIMES-COLONIST	SUN		#	64,636	67.33		11,597	14.75		76,233	79,687	78,164
YUKON TERRITORY												
WHITEHORSE			6,100			4,000			10,100			
STAR	E (M-TH)			4,321	70.84		185	4.63		4,506	4,620	3,098
STAR	FRI E			5,414	88.75		249	6.23		5,663	5,890	4,181

@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
☆ CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
* AVERAGE FOR 3 MONTHS

"Z" Provides ABC Audited ZIP Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

Member Service Offices:

NEW YORK: 420 Lexington Avenue,
New York, New York 10170-0001

TORONTO: 151 Bloor St., W., Ste. 850
Toronto, Ontario, Canada M5S 1S4

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

May 19, 1989

SUPPLEMENT TO ABC DAILY NEWSPAPER FAS-FAX CANADA

Circulation Averages for period ended March 31, 1989

This supplement provides circulation data on publications that filed their regular March 31, 1989 Publisher's Statement subsequent to preparations of FAS-FAX report.

Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

NOVA SCOTIA		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/89	TOTAL CIRCULATION AS OF 3/31/88
AMHERST (CUMBERLAND CO.)			3,600			11,500			15,100			
NEWS	M			2,475	68.75		1,406	12.23		3,881	3,975	4,025
HALIFAX (HALIFAX CO.)			255,200#						255,200			
CHRONICLE-HERALD, MAIL STAR	CMB DLY	P	#	137,073	53.71					137,073	149,638	146,785
CHRONICLE-HERALD	M	P	#	77,482	30.36					77,482	89,884	87,194
MAIL STAR	E	P	#	59,591	23.35					59,591	59,754	59,591
HALIFAX (HALIFAX CO.)			113,200#						113,200			
THE DAILY NEWS	M		#	20,285	17.92					20,285	23,656☆	21,934
THE DAILY NEWS	SUN		#	23,279	20.56					23,279	29,433	
NEW BRUNSWICK												
CARAQUET (GLOUCESTER CO.)			14,000#			13,400			27,400			
L'ACADIE NOUVELLE	M (M-F)		#	7,574	54.10		1,611	12.02		9,185	10,143	8,668
MONCTON (WESTMORLAND CO.)			29,100			72,800			101,900			
TIMES-TRANSCRIPT	E (M-F)	P,C		24,286	83.46		17,619	24.20		41,905	44,225	
TIMES-TRANSCRIPT	SAT	P,C		28,217	96.97		22,073	30.32		50,290	53,371	52,630
ONTARIO												
CAMBRIDGE (WATERLOO RM)			28,300			4,600			32,900			
CAMBRIDGE REPORTER	E	C		13,298	46.99		927	20.15		14,225	14,306*	14,477*
KITCHENER-WATERLOO (WATERLOO RM)			82,700			42,500			125,200			
RECORD	E	P,C		52,533	63.52		17,308	40.72		69,841	80,648*	78,561*
LINDSAY (VICTORIA CO.)			6,100			16,300			22,400			
POST	E (M,TU, W,F)			4,865	79.75		945	5.80		5,810	5,903	5,049
POST	TH E			153	2.51		4,450	27.30		4,603	5,928	4,429
LONDON (MIDDLESEX CO.)			111,100#			45,500			156,600			
FREE PRESS	M	C	#	66,669	60.01		19,264	42.34		85,933	125,925	131,308
STRATFORD (PERTH CO.)			10,500			11,300			21,800			
THE BEACON-HERALD	E			8,257	78.64		4,567	40.42		12,824	13,272*	13,330*

(a) CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

MANITOBA	SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/89	TOTAL CIRCULATION AS OF 3/31/88
PORTAGE LA PRAIRIE (CEN. DIV. 9)		5,000			3,800			8,800			
GRAPHIC	E		4,216	84.32		338	8.89		4,554	4,637	4,665
SASKATCHEWAN											
SASKATOON (CEN. DIV. 11)		72,300#			26,300			98,600			
STAR PHOENIX	ALL DAY C	#	45,741	63.27		8,364	31.80		54,105	67,137	65,893
ALBERTA											
FORT McMURRAY (CEN. DIV. 12)		11,100@						11,100			
TODAY	E (M-TH)	@								6,267	6,669
TODAY	FRI E	@								7,965	8,051
BRITISH COLUMBIA											
PENTICTON (OKANAGAN-SIMILKAMEEN RD)		10,700			12,200			22,900			
HERALD (1-1-89 to 2-10-89)	E (M-F)		6,473	60.50		1,511	12.39		7,984	8,100*	8,134*
HERALD (2-11-89 to 3-31-89)	E		6,839	63.92		1,512	12.39		8,351	8,473*	
PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD)		5,600			1,700			7,300			
NEWS	E (M-F)		3,465	61.88		241	14.18		3,706	3,769	3,893

@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
☆ CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service